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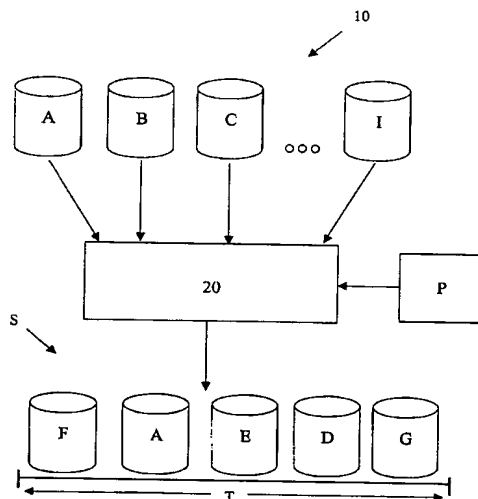
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[Continued on next page]

(54) Title: **SYSTEM AND METHOD FOR CREATING A PLAY SEQUENCE FOR A RADIO OR TV PROGRAM**



(57) Abstract: A system and a method are described for generating sequences of audio or video contents (A ... I). Contents (A ... I) are available in a stored or otherwise readable form. Additional data (for example, genre, type, time, date, play time, costs, etc.) are provided together with the contents (A ... I). While taking a user profile (P) into account, a play sequence (S) is composed from the contents (A ... I), using selection means (20). By matching the additional data with selection criteria of the user profile (P), a content evaluation number is determined first. For play sequences of a plurality of contents (A ... I), a sequence evaluation number is then determined, in which the content evaluation numbers of the contents (A ... I) arranged therein and preferably also correlation values between the contents and/or costs for requesting the contents are taken into account. A sequence (S) is selected in accordance with its sequence evaluation number.

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